

Appln No. 10/760254
Amdt. Dated: November 17, 2006
Response to Office Action of October 2, 2006

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REMARKS/ARGUMENTS

Applicant thanks Examiner for the detailed Office Action dated October 2, 2006. In response to the issues raised, the Applicant offers the following submissions and amendments.

Amendments

Claim 1 has been amended to correct the minor antecedent issue raised by the Examiner.

Accordingly, the amendments do not add any new matter.

35 U.S.C. §102 - Claims 1, 4 to 7

Claims 1, 4 to 7 stand rejected for lack of novelty in light of US 6,443,555 to Silverbrook et al. The Applicant disagrees.

The '555 patent describes a wide format printer. The entire printhead assembly is a series of printhead units 3. Each printhead unit as ten printhead modules 1, each of which supports a single MEMS printhead integrated circuit 2. Each module 12 has a single printhead chip 18. The printhead unit 3 has a printed circuit board (PCB) 15 supporting DRAM chips 16 and a controller chip 18 for operating the ten printhead integrated circuits 2. The printhead units 3 are all heat staked to the chassis 8 of the wide format assembly. The printhead modules 1 are also removeable bearing in mind that the printhead integrated circuits 2 are TAB bonded to the chips 16. Therefore, while the modules 1 and the printhead units 3 are replaceable, it is beyond the ability of the typical user to remove and replace these parts of the printer. The units 3 and the modules 1 are relatively convenient to remove for the manufacturer or similarly qualified and equipped service technician. These components are not designed for the user to remove and replace. Accordingly, these components do not fall within the scope of the term 'cartridge'.

Furthermore, the '555 patent does not disclose a casing that houses the printhead and the printing fluid storage for insertion and removal from the printer. The ink cartridges 6 are user insertable on the top of the printer. Clearly they are not provided as a unitary module with the printhead for simultaneous insertion and removal.

In light of the above, we submit that '555 does not disclose a printer cartridge with printing fluid storage and pagewidth printhead housed in a casing. Accordingly, '55 fails to disclose all the elements of claim 1. Pursuant to this, dependent claims 4 to 7 are likewise novel.

35 USC§103

Claim 3 stands rejected as obvious in light of US 6,443,555 to Silverbrook et al in view of US 6,439,908 to Silverbrook et al. As discussed above, '555 does not teach all the elements of amended claim 1. Likewise, '908 does not disclose a cartridge with a pagewidth printhead and printing fluid storage housed in a casing for insertion and removal in the printer.

Accordingly, '555 and '908 do not support a §103 rejection of claim 3.

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Claims 8-10 stand rejected as obvious in light of US 6,443,555 to Silverbrook et al in view of US 6,281,912 to Silverbrook.

As discussed above, '555 does not teach all the elements of claim 1. The '912 reference also fails to disclose a cartridge with a pagewidth printhead and printing fluid storage housed in a casing for insertion and removal in the printer.

It follows that '555 and '912 do not support a §103 rejection of claims 8-10.

Claims 11-16 stand rejected as obvious in light of US 6,443,555 to Silverbrook et al in view of US 6,281,912 to Silverbrook in further view of US 6,557,976 to McElfresh.

Again, as '555 and '912 do not teach the elements of claim 1, and McElfresh is similarly silent as to a cartridge with a pagewidth printhead and printing fluid storage housed in a casing for insertion and removal in the printer, the cited references fail to anticipate any of claims 11-16.

Conclusion

It is respectfully submitted that the Examiner's rejections have been successfully traversed and the application is now in condition for allowance. Accordingly, favorable reconsideration is courteously solicited.

Very respectfully,

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